Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (canceled)

Claim 2 (currently amended): Apparatus for a network server, for use in distributing an information object to a client computer, comprising:

a processor; and

a memory connected to the processor and storing computer executable instructions; and

wherein the processor, in response to the instructions:

receives a request from the client computer to download to the client computer an agent for rendering an information object, the request being issued by the client computer in response to execution, through a browser situated and executing in the client computer, of advertising code embedded in a web page to be displayed by the browser; and

downloads, in response to the request, the agent to the client computer such that the agent is executed, under the browser, in the client computer for subsequently rendering the information object, wherein the request, when executed, by the browser causes the browser to dynamically write a plurality of predefined applet tags that collectively implement a script into the web page such that

22   the script, when subsequently executed by the browser,

23   causes the client computer to download the agent and

24   instantiate and execute the agent.

1   Claim 3 (previously presented): The apparatus in claim 2

2   wherein the information object comprises a web advertisement

3   and the code comprises advertising code.

1   Claim 4 (previously presented): The apparatus in claim 3

2   wherein the advertising code comprises a component which

3   specifies the network server on which the agent resides, the

4   network server being a distribution server.

1   Claim 5 (currently amended): The apparatus in claim 4

2   wherein the advertising code further comprises an

3   advertising tag, ~~which when executed by the browser causes~~

4   ~~the browser to dynamically write a plurality of predefined~~

5   ~~applet tags that collectively implement a script into the~~

6   ~~web page such that the script, when subsequently executed by~~

7   ~~the browser, causes the client computer to download the~~

8   ~~agent from the distribution server and instantiate and~~

9   ~~execute the agent~~and the agent is downloaded from the

10   distribution server.

1   Claim 6 (previously presented): The apparatus in claim 5

2   wherein the distribution server receives a request from the

3   client computer, issued by the client computer as a result

4   of the browser executing the tag, to download the script;

5   and, in response to the request, downloads the script to the

6   client computer.

Claim 7 (canceled)

1   Claim 8 (previously amended): The apparatus in claim 4
2   wherein the distribution server implements a proxy server,
3   wherein a request issued by the client computer, as a result
4   of executing an Ad Controller applet, to download a file is
5   directed, via the proxy server, to an advertising server,
6   and the file, as provided by the advertising server, is
7   directed through the proxy server, to the client computer.

1   Claim 9 (previously presented): The apparatus in claim 8
2   wherein the file comprises an Ad Descriptor file.

1   Claim 10 (previously presented): The apparatus in claim 4
2   wherein the agent comprises first and second applets,
3   wherein the client computer issues first and second requests
4   to the distribution server to download, to the client
5   computer, the first and second applets.

1   Claim 11 (previously presented): The apparatus in claim 10
2   wherein the first and second applets comprises a Transition
3   Sensor and Ad Controller applets, respectively.

1   Claim 12 (previously presented): The apparatus in claim 11
2   wherein the advertising code comprises a component which
3   specifies the network server on which the agent resides, the
4   network server being a distribution server.

1   Claim 13 (currently amended): The apparatus in claim 12
2   wherein the advertising code further comprises an
3   advertising tag, ~~which when executed by the browser causes~~
4   ~~the browser to dynamically write a plurality of predefined~~

5   ~~applet tags that collectively implement a script into the~~

6   ~~web page such that the script, when subsequently executed by~~

7   ~~the browser, causes the client computer to download the~~

8   ~~agent from the distribution server and instantiate and~~

9   ~~execute the agent~~and the agent is downloaded from the

10   distribution server.

1   Claim 14 (previously presented): The apparatus in claim 13

2   wherein the distribution server receives a request from the

3   client computer, issued by the client computer as a result

4   of the browser executing the tag, to download the script;

5   and, in response to the request, downloads the script to the

6   client computer.

Claim 15 (canceled)

1   Claim 16 (previously amended): The apparatus in claim 14

2   wherein the distribution server implements a proxy server,

3   wherein a request issued by the client computer, as a result

4   of executing an Ad Controller applet, to download a file is

5   directed, via the proxy server, to an advertising server,

6   and the file, as provided by the advertising server, is

7   directed through the proxy server, to the client computer.

1   Claim 17 (previously presented): The apparatus in claim 16

2   wherein the file comprises an Ad Descriptor file.

1   Claim 18 (currently amended): In conjunction with apparatus

2   for a network server, the server having a processor, and a

3   memory connected to the processor and storing computer

4   executable instructions; a method, for use in distributing

5   an information object to a client computer, comprising the

6   steps, performed by the processor in response to the

7   executable instructions, of:

8   receiving a request from the client computer to

9   download to the client computer an agent for rendering an

10   information object, the request being issued by the client

11   computer in response to execution, through a browser

12   situated and executing in the client computer, of code

13   embedded in a web page to be displayed by the browser; and

14   downloading, in response to the request, the agent to

15   the client computer such that the agent is executed, under

16   the browser, in the client computer for subsequently

17   rendering the information object, wherein the request, when

18   executed, by the browser causes the browser to dynamically

19   write a plurality of predefined applet tags that

20   collectively implement a script into the web page such that

21   the script, when subsequently executed by the browser,

22   causes the client computer to download the agent and

23   instantiate and execute the agent.

1   Claim 19 (previously presented): The method in claim 18

2   wherein the information object comprises a web advertisement

3   and the code comprises advertising code.

1   Claim 20 (previously presented): The method in claim 19

2   wherein the advertising code comprises a component which

3   specifies the network server on which the agent resides, the

4   network server being a distribution server.

1   Claim 21 (currently amended): The method in claim 20

2   wherein the advertising code further comprises an

3   advertising tag, ~~which when executed by the browser causes~~

4   ~~the browser to dynamically write a plurality of predefined~~

5 ~~applet tags that collectively implement a script into the~~
6 ~~web page such that the script, when subsequently executed by~~
7 ~~the browser, causes the client computer to download the~~
8 ~~agent from the distribution server and instantiate and~~
9 ~~execute the agent~~and the agent is downloaded from the
10 distribution server.

1 Claim 22 (previously presented): The method in claim 21
2 further comprising the steps, performed by the distribution
3 server, of:
4   receiving a request from the client computer, issued by
5 the client computer as a result of the browser executing the
6 tag, to download the script; and
7   in response to the request, downloading the script to
8 the client computer.

Claim 23 (canceled)

1 Claim 24 (previously amended): The method in claim 20,
2 wherein the distribution server implements a proxy server,
3 further comprising the steps, performed in the distribution
4 server, of:
5   directing, to an advertising server, a request issued
6 by the client computer, as a result of executing an Ad
7 Controller applet, to download a file from the advertising
8 server; and
9   directing the file, as provided by the advertising
10 server, to the client computer.

1   Claim 25 (previously presented): The method in claim 24
2   wherein the file comprises an Ad Descriptor file.

1   Claim 26 (previously presented): The method in claim 20
2   wherein the agent comprises first and second applets,
3   wherein the client computer issues first and second requests
4   to the distribution server to download, to the client
5   computer, the first and second applets.

1   Claim 27 (previously presented): The method in claim 26
2   wherein the first and second applets comprises a Transition
3   Sensor and Ad Controller applets, respectively.

1   Claim 28 (previously presented): The method in claim 27
2   wherein the advertising code comprises a component which
3   specifies the network server on which the agent resides, the
4   network server being a distribution server.

1   Claim 29 (currently amended): The method in claim 28
2   wherein the advertising code further comprises an
3   advertising tag, ~~which when executed by the browser causes~~
4   ~~the browser to dynamically write a plurality of predefined~~
5   ~~applet tags that collectively implement a script into the~~
6   ~~web page such that the script, when subsequently executed by~~
7   ~~the browser, causes the client computer to download the~~
8   ~~agent from the distribution server and instantiate and~~
9   ~~execute the agent~~<u>and the agent is downloaded from the</u>
10   <u>distribution server</u>.

1   Claim 30 (previously presented): The method in claim 29
2   further comprising the steps, performed by the distribution
3   server, of:

4   receiving a request from the client computer, issued by

5   the client computer as a result of the browser executing the

6   tag, to download the script; and

7   in response to the request, downloading the script to

8   the client computer.

Claim 31 (canceled)

1   Claim 32 (previously amended): The method in claim 30,

2   wherein the distribution server implements a proxy server,

3   further comprising the steps, performed in the distribution

4   server, of:

5   directing, to an advertising server, a request issued

6   by the client computer, as a result of executing the Ad

7   Controller applet, to download a file from the advertising

8   server; and

9   directing the file, as provided by the advertising

10   server, to the client computer.

1   Claim 33 (previously presented): The method in claim 32

2   wherein the file comprises an Ad Descriptor file.

1   Claim 34 (new): Apparatus for a network server, for use in

2   distributing an information object to a client computer,

3   comprising:

4   a processor; and

5   a memory connected to the processor and storing

6   computer executable instructions; and

7   wherein the processor, in response to the instructions:

8   receives a request from the client computer to

9   download to the client computer an agent for rendering an

10   information object, the request being issued by the client

11 computer in response to execution, through a browser

12 situated and executing in the client computer, of

13 advertising code embedded in a web page to be displayed by

14 the browser, the agent having an Ad Controller applet; and

15   downloads, in response to the request, the agent

16 to the client computer such that the agent is executed,

17 under the browser, in the client computer for subsequently

18 rendering the information object;

19   wherein the network server implements a proxy server,

20 such that a request issued by the client computer, as a

21 result of executing the Ad Controller applet, to download a

22 file is directed to an advertising server, and the file, as

23 provided by the advertising server, is directed through the

24 network server to the client computer.

1 Claim 35 (new): The apparatus in claim 34 wherein the

2 information object comprises a web advertisement and the

3 code comprises advertising code.

1 Claim 36 (new): The apparatus in claim 35 wherein the

2 advertising code comprises a component which specifies the

3 network server on which the agent resides, the network

4 server being a distribution server.

1 Claim 37 (new): The apparatus in claim 36 wherein the

2 advertising code further comprises an advertising tag, which

3 when executed, by the browser causes the browser to

4 dynamically write a plurality of predefined applet tags that

5 collectively implement a script into the web page such that

6 the script, when subsequently executed by the browser,

7 causes the client computer to download the agent from the

8 distribution server and instantiate and execute the agent.

1 Claim 38 (new): The apparatus in claim 37 wherein the

2 distribution server receives a request from the client

3 computer, issued by the client computer as a result of the

4 browser executing the tag, to download the script; and, in

5 response to the request, downloads the script to the client

6 computer.

1 Claim 39 (new): The apparatus in claim 35 wherein the file

2 comprises an Ad Descriptor File.

1 Claim 40 (new): The apparatus in claim 35 wherein the agent

2 comprises first and second applets, wherein the client

3 computer issues first and second requests to the

4 distribution server to download, to the client computer, the

5 first and second applets.

1 Claim 41 (new): The apparatus in claim 40 wherein the first

2 and second applets comprise a Transition Sensor applet and

3 the Ad Controller applet, respectively.

1 Claim 42 (new): The apparatus in claim 41 wherein the

2 advertising code comprises a component which specifies the

3 network server on which the agent resides, the network

4 server being a distribution server.

1 Claim 43 (new): The apparatus in claim 42 wherein the

2 advertising code further comprises an advertising tag, which

3 when executed, by the browser causes the browser to

4 dynamically write a plurality of predefined applet tags that

5 collectively implement a script into the web page such that

6 the script, when subsequently executed by the browser,

7 causes the client computer to download the agent from the

8 distribution server and instantiate and execute the agent.

1 Claim 44 (new): The apparatus in claim 43 wherein the

2 distribution server receives a request from the client

3 computer, issued by the client computer as a result of the

4 browser executing the tag, to download the script; and, in

5 response to the request, downloads the script to the client

6 computer.

1 Claim 45 (new): The apparatus in claim 44 wherein the file

2 comprises an Ad Descriptor File.

1 Claim 46 (new): In conjunction with apparatus for a network

2 server, the server having a processor, and a memory

3 connected to the processor and storing computer executable

4 instructions; a method, for use in distributing an

5 information object to a client computer, comprising the

6 steps, performed by the processor and in response to the

7 executable instructions, of:

8   receiving a request from the client computer to

9 download to the client computer an agent for rendering an

10 information object, the request being issued by the client

11 computer in response to execution, through a browser

12 situated and executing in the client computer, of

13 advertising code embedded in a web page to be displayed by

14 the browser, the agent having an Ad Controller applet; and

15   downloading, in response to the request, the agent to

16 the client computer such that the agent is executed, under

17   the browser, in the client computer for subsequently

18   rendering the information object;

19   wherein the network server implements a proxy server,

20   such that a request issued by the client computer, as a

21   result of executing the Ad Controller applet, to download a

22   file is directed to an advertising server, and the file, as

23   provided by the advertising server, is directed through the

24   network server to the client computer.

1   Claim 47 (new): The method in claim 46 wherein the

2   information object comprises a web advertisement and the

3   code comprises advertising code.

1   Claim 48 (new): The method in claim 47 wherein the

2   advertising code comprises a component which specifies the

3   network server on which the agent resides, the network

4   server being a distribution server.

1   Claim 49 (new): The method in claim 48 wherein the

2   advertising code further comprises an advertising tag, which

3   when executed, by the browser causes the browser to

4   dynamically write a plurality of predefined applet tags that

5   collectively implement a script into the web page such that

6   the script, when subsequently executed by the browser,

7   causes the client computer to download the agent from the

8   distribution server and instantiate and execute the agent.

1   Claim 50 (new): The method in claim 49 further comprising

2   the steps, performed by the distribution server, of:

3   receiving a request from the client computer, issued by

4   the client computer as a result of the browser executing the

5   tag, to download the script; and

6   in response to the request, downloading the script to

7   the client computer.

1   Claim 51 (new): The method in claim 48 wherein the file

2   comprises an Ad Descriptor File.

1   Claim 52 (new): The method in claim 48 wherein the agent

2   comprises first and second applets, wherein the client

3   computer issues first and second requests to the

4   distribution server to download, to the client computer, the

5   first and second applets.

1   Claim 53 (new): The method in claim 52 wherein the first

2   and second applets comprise a Transition Sensor applet and

3   the Ad Controller applet, respectively.

1   Claim 54 (new): The method in claim 53 wherein the

2   advertising code comprises a component which specifies the

3   network server on which the agent resides, the network

4   server being a distribution server.

1   Claim 55 (new): The method in claim 54 wherein the

2   advertising code further comprises an advertising tag, which

3   when executed, by the browser causes the browser to

4   dynamically write a plurality of predefined applet tags that

5   collectively implement a script into the web page such that

6   the script, when subsequently executed by the browser,

7   causes the client computer to download the agent from the

8   distribution server and instantiate and execute the agent.

1   Claim 56 (new): The method in claim 55 further comprising

2   the steps, performed by the distribution server, of:

3   receiving a request from the client computer, issued by

4   the client computer as a result of the browser executing the

5   tag, to download the script; and

6   in response to the request, downloading the script to

7   the client computer.

1   Claim 57 (new): The method in claim 56 wherein the file

2   comprises an Ad Descriptor File.